



Guiding Principles

Dedication to the public – We are committed to serving the public health needs of Arkansans. The needs of those we serve will drive our actions. We will treat all individuals with understanding and respect.

Responsiveness – We will identify the changing public health needs of Arkansans and adapt our programs and series appropriately. We will respond promptly to requests and concerns identified by those we serve.

Appreciation of colleagues – We value all our colleagues and recognize that we need each other to do our jobs. All colleagues will be given equal opportunity and encouraged to achieve their potential. We will maintain an atmosphere in which initiative and diversity are valued and colleagues are respected and appreciated for their contributions.

Open communication – We are committed to open and honest communication in an atmosphere that fosters individual thinking and new ideas. We will share information in an honest, complete, and timely way.

Integrity – We will demonstrate truthfulness and honesty when dealing with the public and our colleagues. We will adhere to the highest ethical standards in all our activities.

Quality – We will strive for excellence in everything we do and continually pursue strategies that improve our services and performance.

Accountability – We will be good stewards of public funds and uphold the public trust through adherence to the law and to Department policies, standards, and guidelines. We will be results oriented and will focus our resources to accomplish our goals in the most effective and efficient way.

Innovation – We will provide an environment in which innovation and originality are encouraged and reasonable risks are accepted as necessary for progress. We will apply creative, sound, and practical solutions to public health challenges.

Leadership in Public Health – We will be visible, active, and continuing advocates for the health of the people of Arkansas. We will be a guiding force in the development of science-based health policies which further the mission of public health. We will work with other organizations and groups that share our goal of a healthier future for Arkansans.

(Office of the Director, 3rd July, 2013)